

MALONEY'S

78th yr.

SPRING SALE

[1963]

EVERYTHING

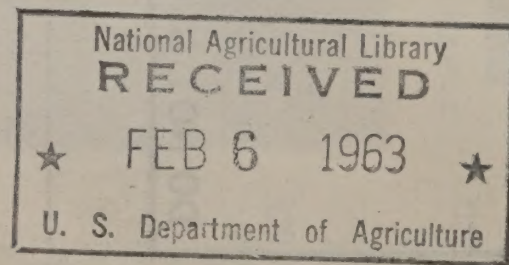
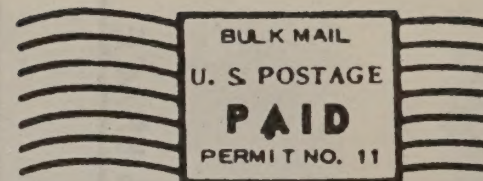
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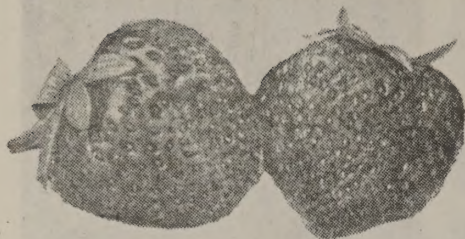
New

LOW

PRICES

MALONEY BROS. NURSERY CO., Inc.
DANVILLE — NEW YORK





STRAWBERRIES

The Sensational New Everbearer

New LOW POSTPAID PRICES on all Strawberries.

ARMORE -- (Late Midseason) BIG is the word for Armore. BIG producer. BIG berries. BIG harvests when the other June bearers are through. PRICE: 25 for \$1.50; 50 for \$2.75; 100 for \$3.95; 250 for \$8.50; 500 for \$12.50; 1000 for \$19.95.

JUMBO (Midseason) Our choice for the All-American June bearing. Jumbo has everything the home gardener and commercial grower demands in an all-purpose Strawberry. It is deep red all the way through and chock-full of real honey-sweet goodness. PRICE: 25 for \$2.55; 50 for \$4.50; 100 for \$6.95; 250 for \$14.25.

PAYMASTER -- (Midseason) Sparkling, radiant red. A real beauty of a berry. . . . beauty that is more than skin deep because Paymaster is red clear through. PRICE: 25 for \$1.50; 50 for \$2.75; 100 for \$3.95; 250 for \$8.50; 500 for \$12.50.

PREMIER -- (Early) Perfectly flavored. It is smooth and large. PRICE: 25 for \$1.50; 50 for \$2.75; 100 for \$3.95; 250 for \$8.50; 500 for \$12.50.

ROBINSON -- (Midseason) A very large berry that is honey-sweet. Color is decidedly a cardinal red and has a firm skin to withstand bruising PRICE: 25 for \$1.50; 50 for \$2.75; 100 for \$3.50; 250 for \$8.50; 500 for \$12.50; 1000 for \$19.95.

RED RICH--You just pick and pick these luscious berries from June right through 'till frost. Folks should taste Red Rich. They're chock-full of real honey-sweet goodness. Deep red through the core. Solid and firm. Tops for freezing too! PRICE: 25 for \$5.00; 50 for \$8.50; 100 for \$15.00.

STREAMLINER--The strawberry you will enjoy without sugar is finally here. Sweet as honey, fresh as a June day. The berries are jumbo size, glossy red and delicious and very uniform in size throughout the season. Fruit from July until hard freezing weather. Heavy bearer. PRICE: 25 for \$2.55, 50 for \$4.50; 100 for \$7.10; 250 for \$14.30.

SUPERFECTION--New everbearing. Berries are very large, tend to be round in shape; deep red all the way through and honey-sweet in flavor. Berries are produced in 90 days after planting. PRICE: 25 for \$2.55; 50 for \$4.50; 100 for \$6.95; 250 for \$14.25 500 for \$22.50.



BLUEBERRIES

DELICIOUS FRUITS - IDEAL LOW HEDGE

CONCORD--High bush, berries large, well flavored, and attractive. Midseason.

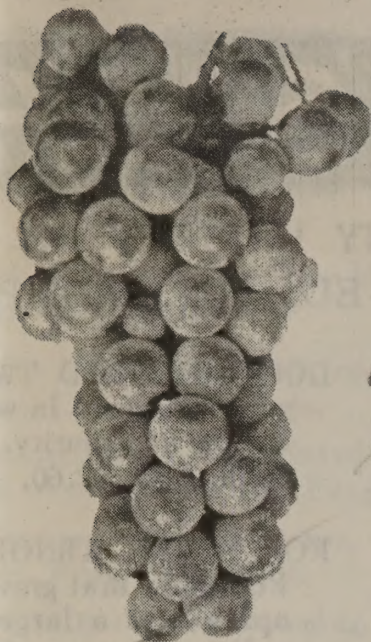
RANCOCAS--Upright grower, vigorous, hardy; fruit very fine flavor. Sets very heavy crop. Midseason.

JERSEY--Tall, bush of attractive appearance. Berries are large and of good quality. Late.

WEYMOUTH--Plants are a spreading type with dark green foliage. One of the earliest berries to ripen.

NEW LOW PRICES ON BLUEBERRIES

	each	3 - 10
3 - yr., 12 - 18 in.	\$1.25	\$1.00
3 - yr., 18 - 24 in.	1.75	1.55



GRAPE VINES

NEW LOW PRICES: (except as noted) 2 yr., No. 1, strong, postpaid, 65¢ ea., 3 for \$1.75; 10 for \$4.95; 25 for \$10.10.

✓ **CACO--Red.** Large berries of highest quality. Flavor is sweet and delightful.

✓ **CONCORD--Bunch and berry large, juicy and sweet.**

✓ **DELAWARE--Red.** Bunches small, compact, delicious. Extremely popular.

✓ **FREDONIA--New.** The leading black Grape. Good clusters.

✓ **INTERLAKEN SEEDLESS--A** delicious new seedless Grape developed by the N.Y. Experiment Station. Rich golden yellow flesh adheres to the skin (like California Grapes). The quality is beyond description. **NEW LOW PRICE:** \$1.35 each; 2 for \$2.45.

✓ **NIAGARA--White.** Bunch and berries large, greenish white.

RASPBERRIES

NEW LOW PRICE: 10 for \$2.75; 25 for \$4.95; 50 for \$8.50

✓ **INDIAN SUMMER --** Everbearing Red Raspberry. Crop twice a year. Berries large, good in quality.

✓ **LATHAM --** A leader in Raspberries. An all-purpose Raspberry. By far the most popular commercial and home garden variety. Richly brilliant red.

✓ **NEW MORRISON --** New Black Raspberry. Color is an intense glossy black, huge berries. This is the most promising new Black Raspberry.

✓ **SEPTEMBER -- (New)** The new red everbearing Raspberry introduced by the New York State Experiment Station. The berries are of medium size, bright red, good quality.

✓ **SODUS--Purple.** Berries very large, firm, sprightly and good flavor.

✓ **TAYLOR--New Red Raspberry** from New York Experiment Station. Long, conical shape; firm thick flesh; flavor excellent. Larger than Latham and one of the heaviest bearers we have ever seen. Very early July.

APRICOTS

Your choice of varieties, alike or Assorted.
4-5 ft. each \$2.25 3 for \$5.95

✓ **EARLY GOLDEN.** Small, pale orange; juicy, sweet. Early August.

✓ **MOORPARK --** Large; orange-red cheek; firm, juicy, Mid-August.

Maloney's NEW LOW PRICES

APPLE TREES

NEW LOW PRICE ON STANDARD APPLE

Your Choice of varieties, alike or assorted	each	3 for	10 for
2 yr., 5-6 ft. tall	\$2.00	\$5.80	\$18.85
2 yr., 4-5 ft. tall	1.80	4.70	14.40

CORTLAND-- Beautiful red Apple, larger than McIntosh. Matures a month later. Keeps late in winter. Fine for culinary purposes. November-April.

DOUBLE RED DELICIOUS-- Solid red. Excellent quality and flavor. Winter eating Apple. November-April

EARLY MCINTOSH-- Tree vigorous grower, bi-annual bearer unless fruit is thinned shortly after it is set. Fruit same size, quality and flavor as McIntosh Red. Late August.

RED NORTHERN SPY-- Juicy, crisp, tender flesh from bright red, attractive fruit. Fine for cooking. December-March.

RED ROME -- Rapidly becoming a leading commercial variety, having the same shape and texture with equal or better quality than Rome Beauty. December-March.

ROGER'S RED MCINTOSH-- Solid red. Annual bearer. Fruit is the same size as common McIntosh, but is not striped. Flesh white, fine grained, very tender and juicy.

YELLOW DELICIOUS-- Golden color, juicy and fine quality. October-April.

Standard Regular Size 5-in-1 Apple

Now you can enjoy the pick of a whole orchard from only one tree. Unbelievable but true! Actually has five kinds of Apples on one tree. You need give no special attention, just pick and pick; red and yellow, early and late. An ideal one-tree orchard that will bear bumper crops and provide useful shade. Standard trees grow to a height of about one story and are recommended for all properties. Bear in about three to six years. Double Red Delicious, Red Rome, Rogers McIntosh, Yellow Delicious, Yellow Transparent.

NEW LOW PRICE - 5 in 1 APPLE TREES, Large 2 yr. 4 to 6 ft. \$3.25 each.

4 in 1 APPLE -- Large 2 yr., 4 to 6 ft., Price \$2.75 each.

3 in 1 APPLE -- Large 2 yr., 4 to 6 ft., Price \$2.25 each.

World's Finest PEACHES

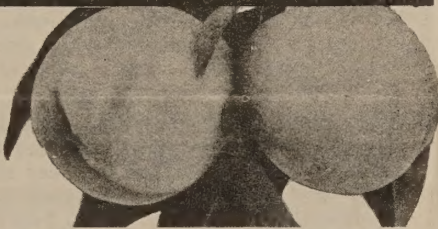
BELLE OF GEORGIA-- Large, white, red cheek. Matures midseason. Freestone.

ELBERTA -- Tree hardy, disease resistant very thrifty and productive. Fruit large oval, yellow and red cheek. Flesh yellow, firm, juicy, of high quality.

GOLDEN JUBILEE -- Best canning Peach of all varieties. Fruit large, yellow; flesh yellow, tender, juicy and sweet. Freestone.

HALE HAVEN -- Fruit large, beautiful yellow. Tree is hardy, strong grower. Yields heavy crops early September. Freestone.

REDHAVEN -- Redhaven has the famous flavor bred into South Haven and Hale Haven. It's hardy variety and a big yielder. Earliest yellow freestone. Mid-August.



New Low Prices of PEACH Trees			
Your choice of var., alike or assorted	each	3 for	10 for
1 yr., 5-6 ft.	\$2.10	\$5.58	\$17.40
1 yr., 4-5 ft.	1.80	4.70	14.40
1 yr., 3-4 ft.	1.55	4.05	12.15

PEARS

NEW LOW PRICES ON PEAR TREES

	each	3 for	10 for
1 yr. & 2 yr., 5-6 ft.	\$2.25	\$6.50	\$20.00
1 yr. & 2 yr., 4-5 ft.	2.00	5.80	17.95
1 yr. & 2 yr., 3-4 ft.	1.80	4.70	14.40

BARTLETT -- Tops for either cooking or eating. Large, yellow, waxy, rich and juicy; tree hardy, regular and heavy bearer. Early October.

CLAPP'S FAVORITE -- Pale lemon-yellow with brown dots of fine flavor. Trees hardy and productive.

SECKEL -- The Pear to plant for eating fresh and pickling. Medium size, skin rich yellowish brown with deep, brownish red cheek when fully ripe. Flesh very fine grained, juicy, sweet and good.

NEW MAX-RED PEAR - (Patent no. 741) A red sport of Bartlett with all the desirable qualities of Bartlett plus an attractive red color and 10% more sugar by actual test. In hardiness, Max-Red is comparable to Bartlett. The only new Pear of proven outstanding merit. PRICE: 1 yr., 1-3 \$3.50 each; 4-20 \$3.25 each.

NEW SEEDLESS PEAR -- No Seeds, No Core. A new fruit sensation. New discovery in a seedless and coreless Pear. Resembles Bartlett in many ways, including its color. Ripens 10 days after Bartlett. Keeps well in storage and ripens evenly. PRICE: 2 yr., 5-6 ft., \$2.50 each.

PLUMS

NEW LOW PRICES ON PLUM TREES

	each	3 for	10 for
1 yr. & 2 yr., 5-6 ft.	\$2.25	\$6.50	\$20.00
1 yr. & 2 yr., 4-5 ft.	2.00	5.80	17.95
1 yr. & 2 yr., 3-4 ft.	1.80	4.70	14.40

ABUNDANCE -- Tree grows rapidly, is healthy, comes into bearing remarkably young and yields abundantly. Fruit medium size, amber with markings of red; juicy and sweet.

BRADSHAW -- Very large and fine, early Plum. Dark violet-red, juicy and good. Very productive. Late August.

BURBANK -- Beautiful large, round, red variety. Trees bear early and yield big crops of extra large Plums. Tasty yellow flesh is delicious, sweet and juicy. A very hardy variety, highly recommended.

STANLEY -- Large, prune-shaped; dark blue, becoming bluish black. Flesh greenish yellow, juicy, fine grained, sweet. Freestone. Mid-September. (4-5 ft. and 3-4 ft. only).

FELLENBERG -- Most popular commercial Prune. Fruit large, dark purple with blue bloom, oval, pointed and tapering. Flesh is juicy and delicious, separating freely from the stone. Late September. (3-4 ft. only).



CHERRIES

NEW LOW PRICE ON SWEET CHERRIES

Your choice of varieties, alike or assorted.

	each	3 for	10 for
2 yr., 5-6 ft. tall	\$2.65	\$7.55	\$24.25

BLACK TARTARIAN -- Very large, bright purplish black, tender, juicy, very rich. Tree remarkably vigorous and erect grower, and an immense bearer. One of the most popular varieties in all parts of the country. Late July.

EMPEROR FRANCIS -- One of the newer Cherries of Napoleon type but better in quality. Excellent variety for home or orchard. Early July.

NAPOLEON -- (Yellow Oxheart) Fruit is large, light amber, overtone with red; used for canning and maraschino purposes. Enormous crops. Early July.

SCHMIDT'S BIGARREAU -- The fruit is of very large size, of deep mahogany color. One of the best to can and eat. It is a good keeper. Mid-July.

MONTMORENCY

The Best of the "Sours." The best and largest Sour Cherry grown for market and canning. Our marvelous strain is resistant to Yellow Leaf. Fruit dark red, very firm, fine flavor, regular bearer of enormous crops; ships well. Excellent for pies. Mid-July.

NEW LOW PRICE

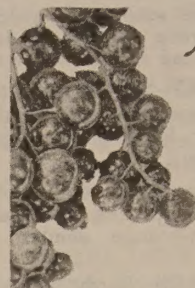
	each	3 for	10 for
5-6 ft.	\$2.25	\$6.50	\$20.25
4-5 ft.	2.00	5.80	16.95

78th YEAR

CURRENTS

WILDER -- Upright vigorous, berries large, bright red with mild sub-acid flavor. Ripens early, remains bright and firm until very late.

RED LAKE - Finest of all red Currants. The berry is usually large in size and of superior quality. It ripens early mid-season. New Low PRICES: 2 yr. No. 1, 90¢ each; 3 for \$2.45 10 for \$7.95.



GOOSEBERRIES

DOWNING - Fine quality, vigorous growth; free from mildew. Large green. July.

POORMAN - Large, healthy, vigorous. Fruit red. Excellent for heavy soils. July.

NEW LOW PRICES: 2 yr., No. 1 bushes, \$1.20 each; 2 for \$2.25.



DWARF FRUIT TREES

Now nurserymen have developed the perfect tree for modern living! Imagine your garden graced by a perfectly shaped "Darling Dwarf" tree that will bring you year around pleasure with graceful rounded form, beautiful fragrant flowers and luscious tasting fruit.

These unique trees require less space and produce much quicker than standard fruit trees. Seldom grow more than 8 to 12 feet at maturity. Most varieties generally start producing the second year after planting. Produce heavy crops of regular sized fruit. Two trees in a small corner in your yard will provide enough fruit for you and your neighbor.

DWARF APPLE

These trees are not new with us. Several years ago we started growing them from Malling stock secured from N. Y. S. Experiment Station. We offered them for sale, the first of their kind sold in the United States. They are without question the "perfect" tree for the lawn or garden. Height 6-12 ft.

CORTLAND **ROGERS MCINTOSH**
RED ROME **YELLOW DELICIOUS**
R. I. GREENING **DBL. RED DELICIOUS**
EA. MCINTOSH

	each	3 for	6 for
5-6 ft. trees	\$3.25	\$9.15	\$16.80

DWARF CHERRY

NEW LOW PRICES

	each	3 for	6 for
4-5 ft.	3.75	10.80	20.70

METEOR - A small sized sour Cherry tree of the Montmorency type and an excellent Cherry. The fruit is large, the flavor is pleasant and the quality good. Ripens early. Self Fruitful.

DWARF PEACHES

These have been added to our regular line of dwarf trees. A valuable addition to your garden, producing regular sized fruit that can be reached easily from the ground. Has the same characteristics as the other dwarfs. Height at maturity is 6 to 8 ft. Plant 12 feet apart. We can furnish the following varieties: Elberta and Hale Haven.

DWARF PLUMS

We are now able to bring you Dwarf Plum trees producing full sized fruit the same as great big trees, yet never grow over 10 feet high. The trees are very ornamental in the spring, covered with an abundance of fragrant, creamy blossoms, and the sweet juicy, large fruit will delight you. Ideal for home gardens where space is limited, for you may plant as close as 6 feet apart. We can furnish the following varieties: Fellenberg and Burbank.



BLACKBERRIES

NEW EBONY KING -- A prolific bearer with berries of immense size. Notably vigorous. The berries have a true, sweet Blackberry flavor. NEW LOW PRICE: 1 yr., No. 1, rooted cuttings, 6 for \$1.95; 12 for \$3.75; 25 for \$7.25.

RHUBARB

MacDONALD - New, red tender Rhubarb from MacDonald College in Quebec.

CANADA RED RHUBARB - Reddest of all Rhubarb. Large, tender, juicy stalks that are red all the way through. Skin tender. Plant now for this year. NEW LOW PRICE: \$1.00 each; 2 for \$1.85.

ASPARAGUS

MARY WASHINGTON - Pedigreed. Heavy yielding. NEW LOW PRICE: 2 yr., No. 1. 25 for \$2.60; 50 for \$4.35; 100 for \$7.00.

DWARF TREES "TAKE LITTLE SPACE"

DWARF

5-in-1 APPLE TREES

A valuable addition to any lawn or garden, both ornamental and productive, 5 varieties on one tree; truly an innovation for a dwarf. Bears fruit in two years. Yellow Delicious, Red Rome, Rogers McIntosh, Yellow Transparent, Double Red Delicious - all on one tree. NEW LOW PRICE: 4-5 ft. trees \$4.65 each.

Also Dwarf 4 in 1, \$3.85 each

Dwarf 3 in 1, \$3.00 each

DWARF PEAR

NEW LOW PRICES			
	each	3 for	6 for
3-4 ft.	\$3.25	\$9.30	\$17.70
2-3 ft.	3.00	8.55	16.20

Dwarf Pear trees are also a very valuable addition to any lawn or garden. Like the Apple, it is a low growing tree. Fruit is easily accessible from the ground, and the fruit is large standard size. Bartlett, Clapps Favorite, Seckel.

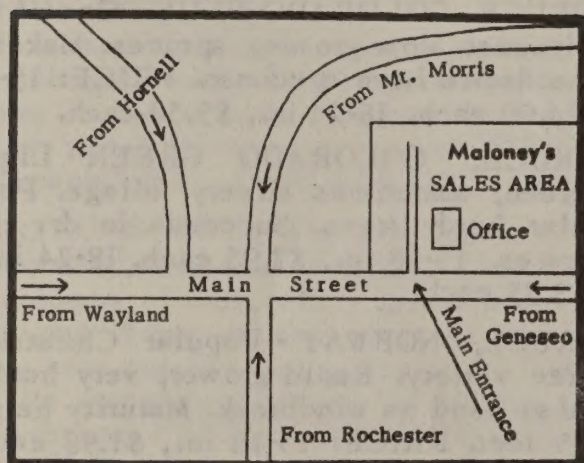
PRICES:	ea.	3 for	6 for
3-4 ft.	\$3.25	\$9.30	\$18.00
4-5 ft.	3.50	10.05	19.20
5-6 ft.	3.75	10.80	20.70

ALL PRICES REDUCED

Come to Maloney's and SAVE!
Money saving "specials" every week.

RIGHT NOW, WE ARE BUSY --

Filling the large sales area, here on Main Street in Dansville, with hundreds of evergreens, flowering shrubs, shade trees, roses and just about everything to make your home more attractive -- You should see the selection.



We are sending this catalog along to give you some idea of those plants you would like for that particular place - maybe a hedge, under the picture window, along the drive, or a whole new planting. Whatever you need in nursery stock, come to Maloney's who have been growing for 78 years, warranting your confidence and, of course, all plants are guaranteed.

It's only a short drive to Dansville, so come see us whenever you can.

Sincerely yours,

Howard Maloney

Guarantee

WE GUARANTEE to deliver stock in good condition, up to grade and specifications. If your order arrives in damaged condition, report immediately to carrier and to us. We will correct errors promptly or refund your money. WE REPLACE FREE OF CHARGE ANY PLANT THAT FAILS TO GROW, PROVIDED YOU CAREFULLY FOLLOW OUR PLANTING INSTRUCTIONS, and provided no unusual weather conditions prevail such as drought, hail, etc., and that you report on its condition before August 1st.

TO SAVE MONEY BUY AT MALONEYS

Many items on this circular are delivered to your door postpaid. Items that are too large to go by parcel post are sent to you by express, and you pay the express charges. Where there is a mixed order of postpaid and express items, we ship the whole order express, prepaying in advance our portion of the charges. NOT POSTPAID INTO CANADA.

MALONEY BROS. NURSERY CO., INC.

Dansville, New York